

Message Text

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TO AMEMBASSY BERLIN IMMEDIATE

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EO 11652 N/A

SUBJECT: LEIPZIG FAIR 1977

FOR P AND C

ALEXANDER FROM JACOBS

FOLLOWING OUR DISCUSSIONS IEU AND LITTELL, WE ARE EXTREMELY DESIROUS OF FEATURING THE VIKING LANDER IN LEIPZIG FAIR EXHIBIT. INEED WITHOUT IT, THE EXHIBIT WOULD LACK FOCUS AND DRAMA. NASA IS SOMEWHAT RELUCTANT TO LET IT GO BUT BELIEVE THAT IF THEY WERE CONVINCED OF THE IMPORTANCE OF THIS U.S. PRESENCE TO OUR NATIONAL INTEREST THEY WOULD ACQUIESCE. GIVEN THE REMARKABLE APPEAL OF ASTRONAUT CARR DURING HIS VISIT AND THE FACT THAT THE LANDER REPRESENTS THE ULTIMATE IN INSTRUMENTATION WHICH IS THE THEME OF OUR COMMERCIAL EXHIBIT, BELIEVE IT WOULD HAVE INTEREST AND IMPACT FAR BEYOND ANYTHING ELSE WE COULD SHOW. EXHIBIT WILL INCLUDE LARGE PHOTOMURAL OF MARS LANDSCAPE ETC. LANDER IS CONVENIENT SIZE. IF YOU CONCUR, WOULD APPRECIATE ENTHUSIASTIC

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ENDORSEMENT THIS IDEA TO JUSTIFY INCONVENIENCE ETC. TO NASA

OFFICIALS. SEEING NASA FRIDAY AS APPRECIATE QUICK REPLY.

DECONTROL APRIL 30, 1977.

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